Independent Consultant Program Scorecard

How to use: Rate each area from 1–5, total your score, then commit to one 30-day action that will strengthen your Travel IC program.

RATING SCALE

1	2	3	4	5
Not Started	Needs Work	Developing	Strong	Excellent

IC PROGRAM SCORECARD

Program Area	Rate Yourself on This	Score	One Improvement Idea
IC Value Proposition	We clearly explain why ICs choose us: income potential, support, supplier access, community, tools, and differentiation.		
Recruiting & Onboarding	We consistently attract, screen, and select ICs who fit our culture, standards, and growth goals. New ICs know exactly what to do in their first 90 days to become confident and productive.		
Marketing	We provide ICs with tools, supplier access, and support to grow their travel business.		
Training & Development	We provide practical learning in destinations, suppliers, sales, marketing, client service, technology, and business building.		
Technology	ICs have the systems, CRM, templates, marketing assets, reporting, and support needed to work efficiently.		
Sales	We help ICs build sales, convert leads, grow referrals, use preferred suppliers, and track production goals.		
Scalability	Our program can grow because expectations, processes, resources, roles, and success measures are documented and repeatable.		
Total Score / 35			

SCORE INTERPRETATION

7–14	15–21	22–28	29–35
Rebuild	**Stabilize**	**Strengthen Core**	**Scale & Optimize**
Start with value proposition and onboarding.	Clarify the basics and support model.	Choose two gaps to improve first.	Expand what works; document the model.

MY 30-DAY ACTION COMMITMENT

Lowest-Rated Area	Action Plan	How I Will Measure Progress